

Commerce & Culture from an Indigenous Perspective

Empowering through Equitable Entrepreneurship

Indigenous women, Two-Spirit, transgender, and gender-diverse people

P Programme de
**préparation à
l'investissement**



Native Women's
Association of Canada

L'Association des
femmes autochtones
du Canada

Canada



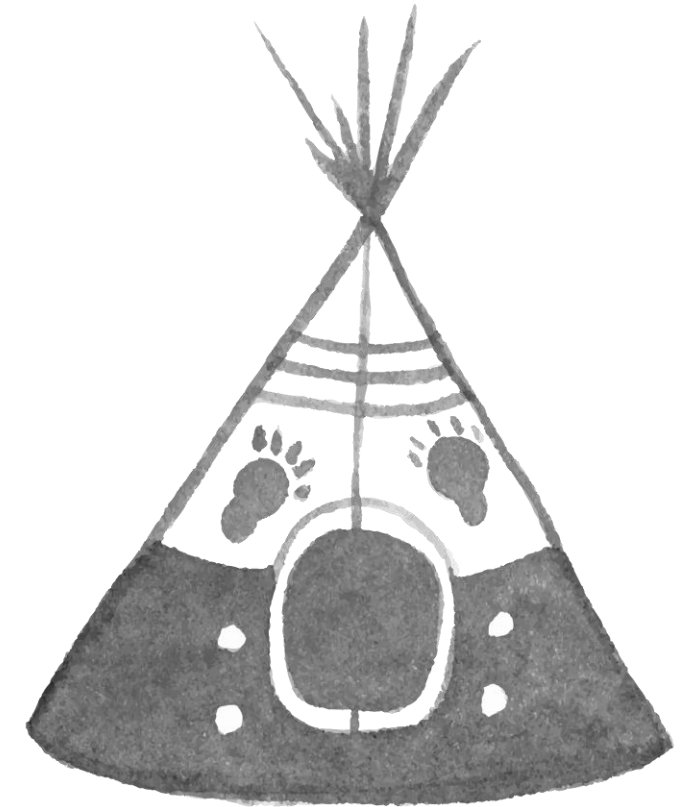
Native Women's Association of Canada (NWAC)

- NWAC is a national Indigenous organization representing political voices of Indigenous women, girls, and gender-diverse people in Canada.
- NWAC works with grassroots Indigenous women, girls, and gender-diverse people to develop resources, programs, and policies to address unique needs and priorities.

HOLISTIC

PARTICIPATORY

**BOTTOM-UP
APPROACH**



NWAC's approach among Canadian Indigenous communities



The 2030 Agenda for Sustainable Development and the Investment Readiness Program (IRP)

- In September 2015, Canada adopted the 2030 Agenda for Sustainable Development.
- Canada committed to **“leaving no one behind”** (Indigenous Peoples: Women, girls, immigrants, refugees, people with disabilities, and those of the 2SLGBTQQAI+ community).
- **Investment Readiness Program (IRP):**
Funded by the Government of Canada to support Social Purpose Organizations (to help advance social innovation and social finance).





The 2030 Agenda for Sustainable Development and the Investment Readiness Program (IRP)





Keeping the SPO Focus
by tailoring approaches and activities to SPOs as primary beneficiaries

Learning by doing
by hearing what is working and what is not
by using information to course-correct implementation and for future program design

Collaborating by default
by expanding SI/SF inclusiveness through engagement, collaboration, and partnerships within the ecosystem and beyond

IRP Principles

Extending the Reach of SI/SF to...
COMMUNITIES ORGANIZATIONS PEOPLE

Enhancing the Diversity of SI/SF in...
LOCATION ORGANIZATION PEOPLE CONTEXT

Open and Transparent engagement with...
Partners SPOs Experts Government

The Investment Readiness Program (IRP): *Social Innovation (SI), Social Finance (SF), and IRP principles.*

- Social Innovation (SI): To improve a community's wellbeing.
- Social Finance (SF): To create social and/or environmental positive impact in addition to financial returns.



The Investment Readiness Program (IRP): Phase One (2019-2021)

NWAC: Engagement sessions, Interviews, and Surveys (58 participants)

- **Indigenous women and gender-diverse people entrepreneurs/small businesses:**

“Social Innovation–Social Finance engagement session for Indigenous women.”

“Knowledge mobilization individual sessions.”

- **Representatives of IRP Partners:**

“Culturally-Relevant, Gender Based Analysis (CRGBA) capacity building for investment readiness partners.”



Association nationale
des centres d'amitié



FONDACTIONS
COMMUNAUTAIRES
DU CANADA



CHANTIER
DE L'ÉCONOMIE SOCIALE



FONDATION
CANADIENNE
DES FEMMES

**FONDATION
POUR LES
COMMUNAUTÉS
NOIRES**



Indigenous women and gender-diverse people running entrepreneurs /small businesses in Canada.

Indigenous economy is estimated to contribute \$32 billion to the Canadian economy.



Indigenous Women Entrepreneurs (IWE)

- Indigenous women, and identifying females, are engaged in business twice as often as non-indigenous women.
- Two in five (40 per cent) Indigenous self-employed workers are women or gender-diverse.
- Businesses have increased from 17 per cent to 21 per cent (2010 to 2019).
- Traditional Knowledge, or Traditional Cultural Expressions, are integral in 73 per cent of Indigenous businesses.
- Community relationships are ranked as most important for their business' success.

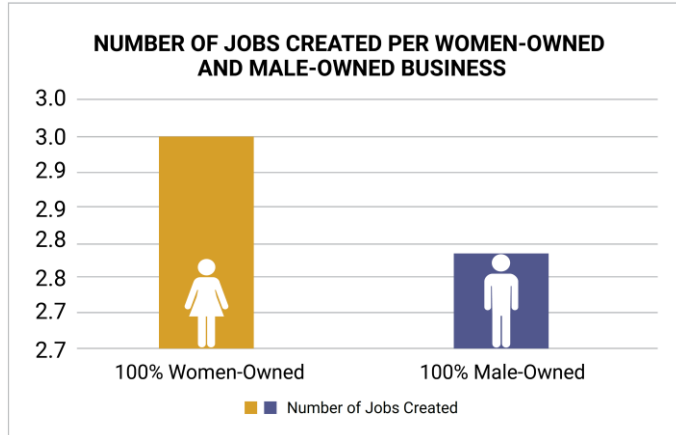
Women make up **51%** of the Aboriginal population⁵

	Indigenous women-owned		
	2010	2015	2019
Indigenous identity			
Métis	46%	49%	46%
First Nations	52%	50%	55%
Inuk	3%	2%	3%
Location (among First Nations and Métis businesses only)			
Located on-reserve	n/a	29%	31%

Indigenous-owned businesses by Indigenous identity and location across Canada



Indigenous Women Entrepreneurs (IWE):



- IWE are a competitive part of the indigenous economy and an asset to their communities.
 - Exports to USA account for 32 per cent.
 - IWE make up for 22 per cent of exports abroad.

	Indigenous women-owned		
	2010	2015	2019
Location of clients			
Local community	87%	86%	89%
Other parts of province/territory	76%	74%	75%
Other provinces/territories	52%	51%	51%
United States	31%	28%	32%
Countries outside Canada/U.S.	22%	21%	22%
Innovations			
Introduced new products/services	42%	55%	47%
Introduced new processes	31%	44%	34%
Spent on R&D	n/a	n/a	24%
Introduced new technologies	n/a	n/a	36%

- Annual revenues of \$1 million or more (2019) are reported by nine per cent of IWEs.
- IWEs illustrate a prevalent culture of innovation and creativity.
- IWE create more jobs than male Indigenous entrepreneurs.

Indigenous-owned businesses by client base and use of innovation across Canada.



The Investment Readiness Program (IRP): Phase Two (2021-2023)

NWAC Engagement Session Two:

- Indigenous women, Two-Spirit, transgender, and gender-diverse entrepreneurs/small businesses owners:

“Commerce and culture from an Indigenous perspective: Empowering through equitable entrepreneurship.”

- In-depth understanding of funding needs and related barriers to start and/or expand businesses. And, how those needs can be met in a culturally-responsive way.



National Association
of Friendship Centres
Association nationale
des centres d'amitié



Congress of Aboriginal Peoples
Congrès des peuples autochtones

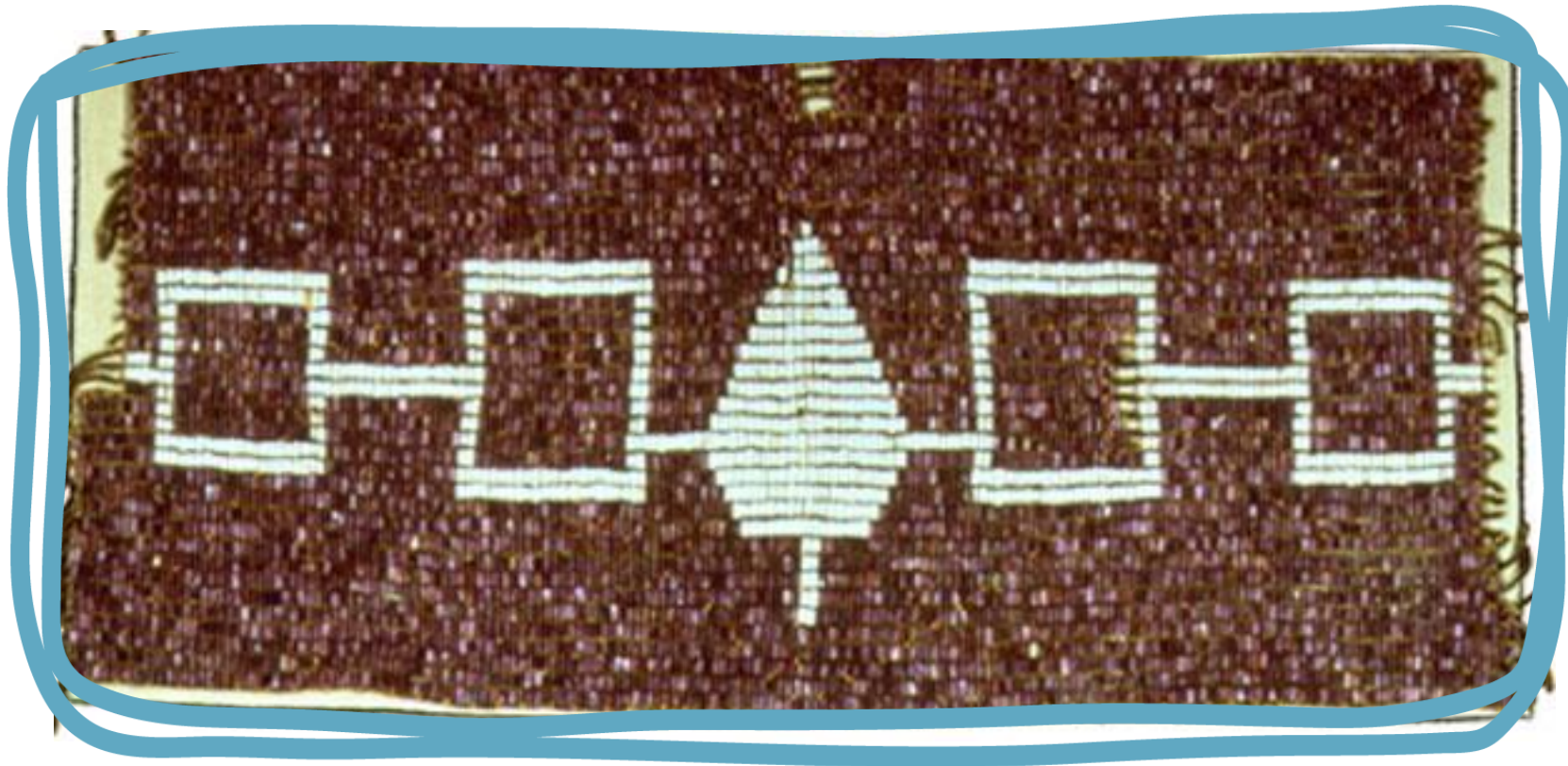
IMAGINE
CANADA



IRP Partners (Phase 2)

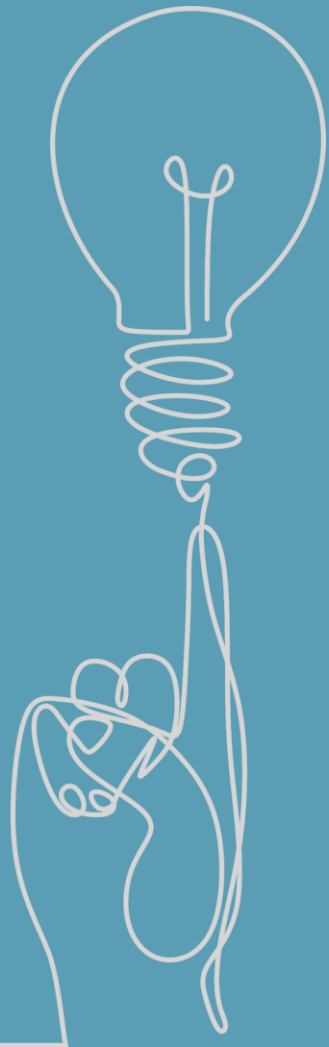


Let's move on to learn more about your own businesses and entrepreneurship initiatives!





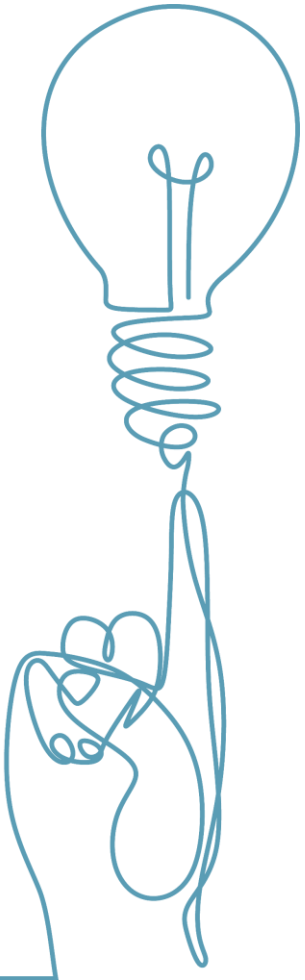
QUESTIONS



Question 1:

- a) Is/are your business(es) located on or off-reserve?
- b) Is your clientele made up mainly of local, national, and/or international customers?

QUESTIONS

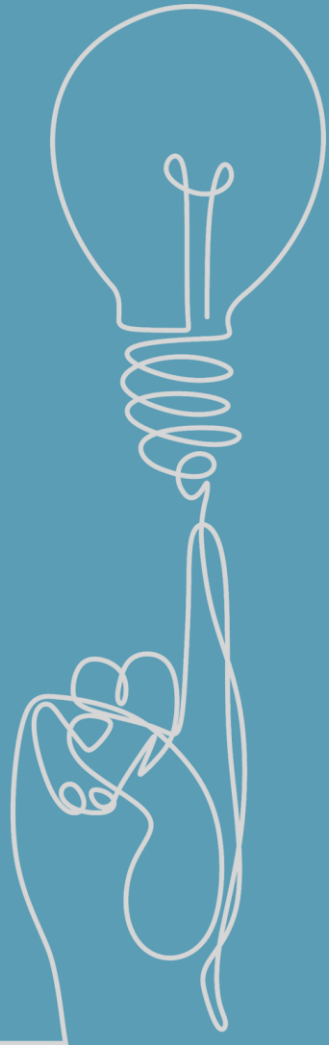


Question 2:

Is/are product(s) or service(s) you provide inspired by, or rooted in, Indigenous values and Traditional Knowledge?



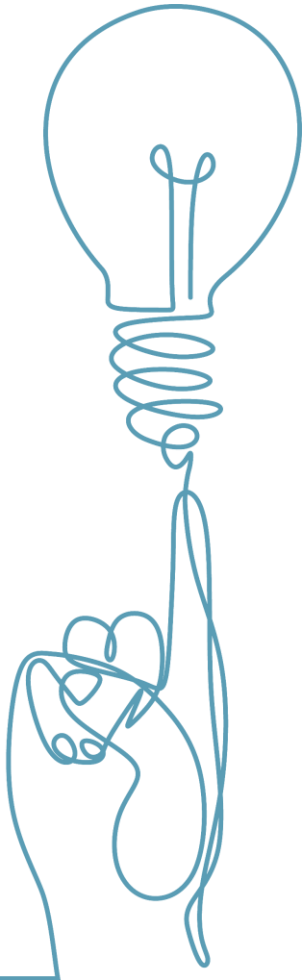
QUESTIONS



Question 3:

- a) What you are trying to achieve with your business(es)?
- b) Is it financial independence, giving back to the community, supporting friends and/or family, sharing Indigenous culture with the world, or something else?

QUESTIONS



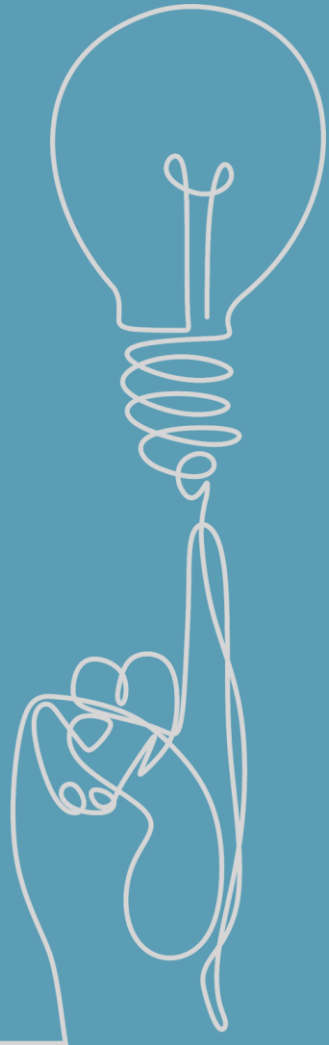
Question 4:

If you needed a loan, grant or line of credit, what is the level of your financial need for your business(es)?

- a) \$0 to \$5,000
- b) \$5,000 to \$25,000
- c) \$25,000 to \$50,000
- d) \$50,000+



QUESTIONS

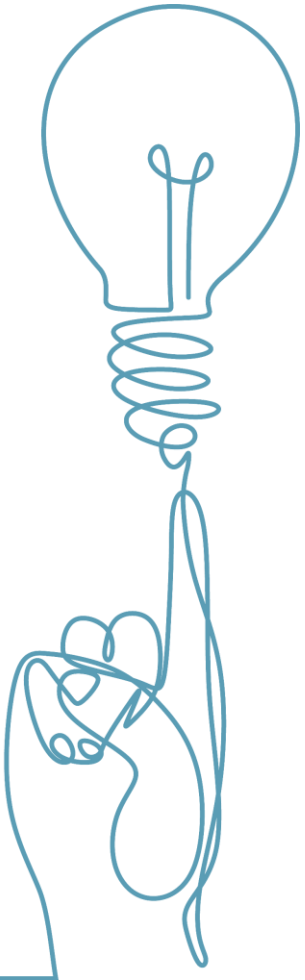


Question 5:

- a) Did you apply, or try to apply, for funding, loans, grants, or get a line of credit for your business, from some financial institution (on or off reserve)?

- b) If so, what were the main barriers you experienced in applying for such financial support for your business?

QUESTIONS

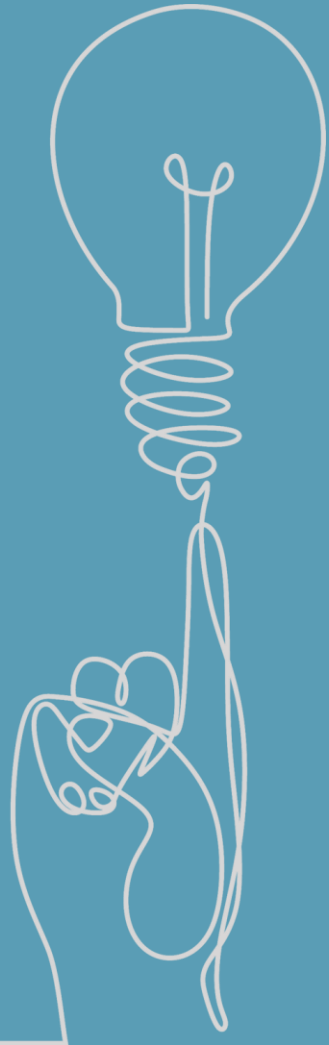


Question 6:

For those who received funding, a loan, or a line of credit from a financial institution, did you find they were aware of your Indigenous culture, and of the uniqueness of your business(es)?



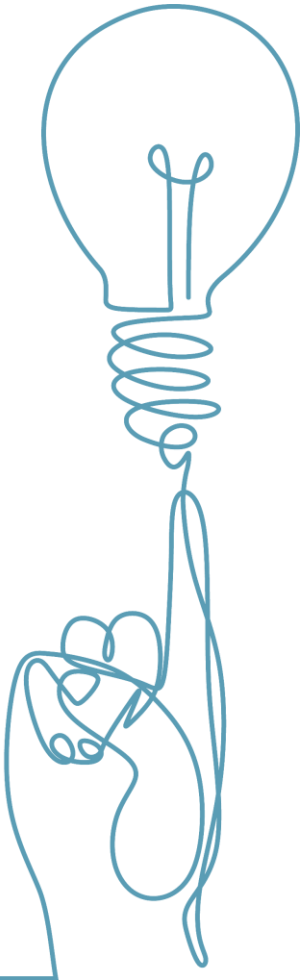
QUESTIONS



Question 7:

What are the major challenges you have experienced in running your business? For example: Sources of financing, time availability, social media, or any other issue(s) you could benefit from additional supports.

QUESTIONS

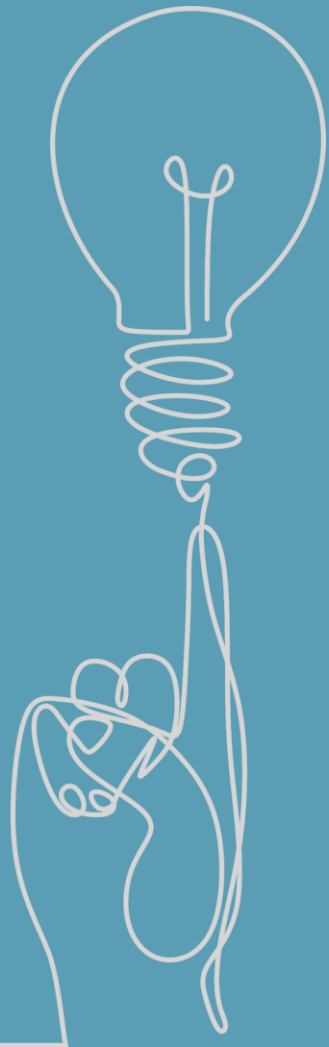


Question 8:

What are your main strengths as an Indigenous woman, Two-Spirit, transgender, or gender diverse entrepreneur?



QUESTIONS



Question 9:

- a) What are your two top priorities for ensuring success and continuity of your business(es)?
- b) Why?

Thank you! Merci! *Miigwetch!*

